

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-119. (Cancelled)

120. (Currently amended)      ~~The A method of claim 119 further for~~  
managing consumer perceptions related to preferences for a plurality of sensory  
stimulus representations of interest to respondents associated with a target focus  
group, the method comprising:

presenting a sensory stimulus representation through a computer system to a  
plurality of respondents having a statistically significant sample size, the sensory  
stimulus representation embodying one or more sensory cues that influence human  
behavior;

inputting by the respondents into the computer system classification information  
representing an actual respondent perception elicited in the respondents in response to  
the one or more sensory cues presented to the respondents, the classification  
information locating the sensory stimulus representation relative to at least one  
dimensional axis representing a range between a desired respondent perception and a  
differentiated respondent perception conceptually related to the desired respondent  
perception;

aggregating the classification information input by the respondents to derive

aggregated classification information representative of respondent perceptions;

correlating the aggregated classification information with the one or more  
sensory cues using the computer system;

processing the classification information;

presenting an initial desired perception and different sensory stimulus  
representations to be chosen by one or more respondents as representatives that  
reinforce the initial desired perception;

collecting respondent observations and rationale for ranking of the chosen  
sensory stimulus representations; and

identifying a highest-ranked sensory stimulus representation as best  
representing the initial desired perception,

wherein the computer system infers, as a function of a correlation of the  
aggregated classification information and the one or more sensory cues, a relationship  
between the sensory stimulus representations and the actual respondent perceptions  
that is potentially not discernable to a human researcher.

121. (Cancelled)

122. (Currently amended) ~~The A method of claim 121, further~~ for managing  
consumer perceptions related to preferences for a plurality of sensory stimulus  
representations of interest to respondents associated with a target focus group, the  
method comprising:

presenting a sensory stimulus representation through a computer system to a plurality of respondents having a statistically significant sample size, the sensory stimulus representation embodying one or more sensory cues that influence human behavior;

inputting by the respondents into the computer system classification information representing an actual respondent perception elicited in the respondents in response to the one or more sensory cues presented to the respondents, the classification information locating the sensory stimulus representation relative to at least one dimensional axis representing a range between a desired respondent perception and a differentiated respondent perception conceptually related to the desired respondent perception;

aggregating the classification information input by the respondents to derive aggregated classification information representative of respondent perceptions;

correlating the aggregated classification information with the one or more sensory cues using the computer system;

creating a set of sensory stimulus representations that leverage the at least one cue perceived by the respondents in response to the presented sensory stimulus representation;

presenting a perceptual map;

receiving input from the respondents regarding correlation of the set of sensory stimulus representations with the perceptual map;

analyzing the correlation of the set of sensory stimulus representations with the perceptual map; and

refining the correlation of the set of sensory stimulus representations with the perceptual map as a function of the analysis,

wherein the computer system infers, as a function of a correlation of the aggregated classification information and the one or more sensory cues, a relationship between the sensory stimulus representations and the actual respondent perceptions that is potentially not discernable to a human researcher.

123-138. (Cancelled)

139. (Currently amended) ~~The~~ An apparatus for determining perception management, the apparatus comprising a computer system having one or more processors and configured to:

present a sensory stimulus representation through a computer system to a plurality of respondents having a statistically significant sample size, the sensory stimulus representation embodying one or more sensory cues that influence human behavior;

receive as input from the respondents classification information representing an actual respondent perception elicited in the respondents in response to the one or more sensory cues presented to the respondents, the classification information locating the sensory stimulus representation relative to at least one dimensional axis representing a

range between a desired respondent perception and a differentiated respondent

perception conceptually related to the desired respondent perception;

aggregate the classification information input by the respondents to derive

aggregated classification information representative of respondent perceptions;

correlate the aggregated classification information with the one or more sensory  
cues using the computer system;

process the classification information;

present an initial desired perception and different sensory stimulus

representations to be chosen by one or more respondents as representatives that

reinforce the initial desired perception;

collect respondent observations and rationale for ranking of the chosen sensory  
stimulus representations; and

~~of claim 138, wherein the computer system is further configured to identify a~~  
highest-ranked sensory stimulus representation as best representing the initial desired  
perception,

wherein the computer system infers, as a function of a correlation of the  
aggregated classification information and the one or more sensory cues, a relationship  
between the sensory stimulus representations and actual respondent perceptions that  
is potentially not discernable to a human researcher.

140. (Cancelled)

141. (Currently amended) The An apparatus for determining perception management, the apparatus comprising a computer system having one or more processors and configured to:

present a sensory stimulus representation through a computer system to a plurality of respondents having a statistically significant sample size, the sensory stimulus representation embodying one or more sensory cues that influence human behavior;

receive as input from the respondents classification information representing an actual respondent perception elicited in the respondents in response to the one or more sensory cues presented to the respondents, the classification information locating the sensory stimulus representation relative to at least one dimensional axis representing a range between a desired respondent perception and a differentiated respondent perception conceptually related to the desired respondent perception;

aggregate the classification information input by the respondents to derive aggregated classification information representative of respondent perceptions;

correlate the aggregated classification information with the one or more sensory cues using the computer system;

create a set of related sensory stimulus representations that leverage the at least one cue perceived by the respondents in response to the presented sensory stimulus representation;

present a perceptual map;

receive input from the respondents regarding correlation of the set of sensory stimulus representations with the perceptual map;

~~of claim 140, wherein the computer system is configured to:~~

analyze the correlation of the set of sensory stimulus representations with the perceptual map; and

refine the correlation of the set of sensory stimulus representations with the perceptual map as a function of the analysis,

wherein the computer system infers, as a function of a correlation of the aggregated classification information and the one or more sensory cues, a relationship between the sensory stimulus representations and actual respondent perceptions that is potentially not discernable to a human researcher.

142-156. (Cancelled)

157. (Currently amended) The An article of manufacture comprising a computer program carrier readable by a computer system having one or more processors and embodying one or more instructions executable by the computer system to perform a method for managing consumer perceptions related to preferences for a plurality of sensory stimulus representations of interest to respondents associated with a target focus group, the method comprising:

presenting a sensory stimulus representation through a computer system to a plurality of respondents having a statistically significant sample size, the sensory

stimulus representation embodying one or more sensory cues that influence human behavior;

inputting by the respondents into the computer system classification information representing an actual respondent perception elicited in the respondents in response to the one or more sensory cues presented to the respondents, the classification information locating the sensory stimulus representation relative to at least one dimensional axis representing a range between a desired respondent perception and a differentiated respondent perception conceptually related to the desired respondent perception;

aggregating the classification information input by the respondents to derive aggregated classification information representative of respondent perceptions;

correlating the aggregated classification information with the one or more sensory cues using the computer system;

processing the classification information;

presenting an initial desired perception and different sensory stimulus representations to be chosen by one or more respondents as representatives that reinforce the initial desired perception;

collecting respondent observations and rationale for ranking of the chosen sensory stimulus representations; and

~~of claim 156, wherein the method further comprises identifying a highest-ranked sensory stimulus representation as best representing the initial desired perception,~~



wherein the computer system infers, as a function of a correlation of the aggregated classification information and the one or more sensory cues, a relationship between the sensory stimulus representations and actual respondent perceptions that is potentially not discernable to a human researcher.

158. (Cancelled)

159. (Currently amended) The An article of manufacture comprising a computer program carrier readable by a computer system having one or more processors and embodying one or more instructions executable by the computer system to perform a method for managing consumer perceptions related to preferences for a plurality of sensory stimulus representations of interest to respondents associated with a target focus group, the method comprising of claim 158, wherein the method comprises:

presenting a sensory stimulus representation through a computer system to a plurality of respondents having a statistically significant sample size, the sensory stimulus representation embodying one or more sensory cues that influence human behavior;

inputting by the respondents into the computer system classification information representing an actual respondent perception elicited in the respondents in response to the one or more sensory cues presented to the respondents, the classification information locating the sensory stimulus representation relative to at least one

dimensional axis representing a range between a desired respondent perception and a differentiated respondent perception conceptually related to the desired respondent perception;

aggregating the classification information input by the respondents to derive aggregated classification information representative of respondent perceptions;

correlating the aggregated classification information with the one or more sensory cues using the computer system;

creating a set of sensory stimulus representations that leverage the at least one cue perceived by the respondents in response to the presented sensory stimulus representation;

presenting a perceptual map;

receiving input from the respondents regarding correlation of the set of sensory stimulus concepts with the perceptual map;

analyzing the correlation of the set of sensory stimulus representations with the perceptual map; and

refining the correlation of the set of sensory stimulus representations with the perceptual map as a function of the analysis,

wherein the computer system infers, as a function of a correlation of the aggregated classification information and the one or more sensory cues, a relationship between the sensory stimulus representations and actual respondent perceptions that is potentially not discernable to a human researcher.

Application No. 09/407,569  
Response Dated May 27, 2005

160-167. (Cancelled)